WHAT IS CLAIMED IS:

1. A method for the optimization of a process, comprising:

matching a customer to a profile;

selecting an action from a set of actions associated with the profile using a first algorithm; and

updating the first algorithm based on a response forecast.

2. The method of claim 1, wherein matching the customer to the profile further comprises collecting information on the customer.

3. The method of claim 2, wherein collecting information further comprises augmenting the information with external sources.

4. The method of claim 3, wherein matching the customer to the profile further comprises defining a customer need.

5. The method of claim 2, wherein matching a customer to a profile is done using a second algorithm.

6. The method of claim 2, wherein the set of actions is specific to the profile.

7. The method of claim 6, wherein the first algorithm uses a history of responses for the profile in selecting the action.

8. The method of claim 6, further comprising formulating a response forecast using at least one customer's response.

9. The method of claim 8, further comprising updating the response forecast based on the at least one customer's response.

10. The method of claim 9, further comprising updating the first algorithm based on the response forecast.

11. The method of claim 10, further comprising presenting the action to the customer.

12. A system for the optimization of a process, comprising a machine readable media containing instructions translatable for:

matching a customer to a profile;

selecting an action from a set of actions associated with the profile using a first algorithm; and

updating the first algorithm based on a response forecast.

13. The system of claim 12, wherein matching the customer to the profile further comprises collecting information on the customer.

14. The system of claim 13, wherein collecting information further comprises augmenting the information with external sources.

15. The system of claim 14, wherein matching the customer to the profile further comprises defining a customer need.

16. The system of claim 13, wherein matching a customer to a profile is done using a second algorithm.

17. The system of claim 13, wherein the set of actions is specific to the profile.

18. The system of claim 17, wherein the first algorithm uses a history of responses for the profile in selecting the action.

19. The system of claim 18, further comprising formulating a response forecast using at least one customer's responses.

20. The system of claim 19, further comprising updating the response forecast based on the at least one customer's response.

21. The system of claim 20, further comprising updating the first algorithm based on the response forecast.

22. The system of claim 21, further comprising presenting the action to the customer.

23. A method for selecting an action to be presented to a customer, comprising:

identifying a set of actions;

selecting an action from the set of actions using an algorithm;

updating a response forecast based on a customer's response; and

updating the algorithm based on the response forecast.

24. The method of claim 23, wherein the set of actions is specific to a profile.

25. The method of claim 23, wherein the algorithm uses a history of responses for the profile in selecting the action.

26. The method of claim 23, further comprising formulating a response forecast.

27. The method of claim 26, wherein formulating a response forecast is done using at least one customer's response.

28. A system for selecting an action to be presented to a customer, comprising a machine readable media containing instructions translatable for:

identifying a set of actions;

selecting an action from the set of actions using an algorithm;

updating a response forecast based on the customer's response; and

updating the algorithm based on the response forecast.

29. The system of claim 28, wherein the set of actions is specific to a profile.

30. The system of claim 28, wherein the algorithm uses a history of responses for the profile in selecting the action.

31. The system of claim 28, further comprising formulating a response forecast.

32. The system of claim 31, wherein formulating a response forecast is done using at least one customer's response.

33. A method for the optimization of a process, comprising:

matching a customer to a profile;

selecting an action from a set of actions associated with the profile based on an algorithm;

presenting the action to the customer;

receiving a customer's response to the action;

updating a response forecast based on the customer's response; and

updating the algorithm based on the response forecast.